

MONTHLY UPDATE REPORT

Pink Sands

April 2010



MONTHLY ACTIVITY UPDATE	ACTION
PRESS RELEASES	<p>Releases and angles distributed and pitched to national/consumer/trade press:</p> <ul style="list-style-type: none">- Weddings & Honeymoons- Private Ownership Opportunities- Culinary Experience Cookery Classes- Pink Sands Fifth Night Free
ALLIANCES	<p>Riva met with Anna Whitaker, Virgin Hip Hotels Press Office to discuss opportunities for Pink Sands:</p> <ul style="list-style-type: none">- Cookery Class information and recipes provided for Supper Clubs media outreach- Opportunity for individual press visit support <p>Riva liaising with Julie Angove, BTO; Liaising for press opportunities and activity support for angles to pitch to press</p>
PRESS TRIPS	<p>Proposed joint France/UK press visit for Summer 2010. Riva liaising with the following publications: The Times/ Daily Express/Evening Standard/The London Magazine/ Conde Nast Brides/ You & Your Wedding/TTG Luxury/ Premier/ Diplomat/ Monocole/ Metro International/ Stylist/ Red/ Grazia/ In Style/ She/ Easy Living/ Tatler/ Square Mile</p> <p>Riva met with Ian Belcher, The Times/Sunday Times/ Guardian/ Observer – liaising for press visit angle and dates.</p> <p>Conde Nast Brides Photoshoot – media rate for accommodation, F&B given for proposed shoot. Awaiting confirmation. In addition to photo credits across two issues, confirmed editorial would include:</p> <ul style="list-style-type: none">- Full page editorial in travel pages (Winter 2010)- Inclusion in Wedding Venues Guide (Feb 2011)

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PAST PRESS VISITS 2010			
CONTACT	PUBLICATION	DATE	EDITORIAL DATE
Dominic Prince	Daily Mail/ BBC Radio 4 Good Food Programme	16 th – 19 th Jan	Autumn – Riva liaising to bring forward
Rose Prince	Daily Telegraph	16 th – 19 th Jan	Published

PENDING EDITORIAL	NATIONAL PRESS	
CONTACT	PUBLICATION	ACTIVITY
Ian Belcher	The Times/The Sunday Times/ The Guardian/ The Observer	Riva met with Ian to discuss opportunities for Pink Sands – liaising with BTO for opportunities for Billfish tournament angle
William Drew	Times Luxx	Riva provided information on Pink Sands for Luxury Winter Sun destination and invited for individual press visit
Supplements	Daily Telegraph	Pink Sands information given for Romantic Breaks destinations for ‘Summer in the Caribbean 2010’
Arion McNicoll	Times Online	Pitched Pink Sands as the place to stay for the Harbour Island leg of the Billfish Tournament in May for Men’s Lifestyle online pages
Dominic Prince	Daily Mail/ BBC Radio 4 Good Food Programme	Hotel and destination review following individual press trip, 16 th – 19 th Jan. Scheduled for Autumn 2010 for winter sun bookings. Also provided Culinary Experience release for further info for the Good Food Programme
Claire Woodward	Daily Express	Resort and destination piece to follow group press trip, April
Chris Sullivan	Independent Online	Discussed Pink Sands for best beaches/ overseas private ownership focuses

PENDING EDITORIAL	CONSUMER LIFESTYLE	
CONTACT	PUBLICATION	ACTIVITY
Georgina Rodgers	OK Magazine	Pitched Pink Sands for Best of the Caribbean round-up feature
Vishaka Robinson	Easy Living	Provided Pink Sands cookery class info for ‘Learn a Skill While on Holiday’ focus
Editor	Asian Voice	To include Pink Sands in Wedding and Honeymoon supplement, September 2010
Alex Watson	Square Mile	Riva liaising with Square Mile for press visit opportunities
Daisy Finer	Tatler	Riva liaising with Beauty editor – keen to know more about Pink Sands Spa for Travel and Spa Guides
Alicia Miller	Food & Travel	To include Pink Sands Cookery Classes in travel news, July 2010

Susan Riley	Stylist	Riva met with new weekly woman's magazine Stylist to speak about Pink Sands News (Cookery classes for New Skill holiday focus) and potential press visit. Riva liaising for dates and angle.
Nick Kynaston	Grazia	Riva met with Nic and discussed further inclusion of Pink Sands to be featured following group press trip, May 2009
Kerry Smith	BA Highlife	Riva met with Kerry and discussed Pink Sands new culinary classes for travel news, resort for Caribbean Guide (Nov 2010) and to update on Spa for Spa Guide (Jan 2011)
Helen Young	Harper's Bazaar	Riva met with Helen and discussed Pink Sands for features and supplements. Particularly interested in new Spa.
Fiona Kerr	Conde Nast Brides	Riva met with Fiona to discuss supplements opportunities- to be included in Honeymoon Guide 2010 (Nov/Dec)
Stefan Taylor	Opulent Travel	Pink Sands to be included in 'Opulent Island Resorts' feature
Anna Kingsley	Woman	Riva met with Anna to discuss all editorial opportunities and provided Pink Sands information for best beaches/ romantic breaks and dream honeymoon features
Carrie Mitchell	Wedding	Pink Sands for Destination Wedding/Luxury & Island Honeymoon features

PENDING EDITORIAL	REGIONAL PRESS	
CONTACT	PUBLICATION	ACTIVITY
Tim Barber	City AM	Pitched Pink Sands for best beach/ summer getaways round-ups
Sarah Marshall	Press Association	Riva met with Sarah to discuss opportunities for Pink Sands – Riva liaising for travel features and round-up inclusions
Cathy Hawker	Evening Standard	Pitched Pink Sands Estates – interested to visit for overseas property feature

PENDING EDITORIAL	TRADE	
CONTACT	PUBLICATION	ACTIVITY
April Hutchinson	TTG Luxury	To review resort to feature in Winter 2010 issue
Pippa Jacks	Travel Trade Gazette	Pitched Bimini Cottage/ luxury honeymoons angle for Weddings and Honeymoons feature – keen to hear more about spa
James Henderson	Definitive Caribbean	Riva met with James and provided information of Pink Sands real estate development
Joanna Booth	Travel Weekly	Pink Sands Blue Bar and Culinary Experience classes for Caribbean focus, 28 th May
Angela Cronin	Travel Bulletin	Pitched Pink Sands for Romantic Retreat

		with 5 th Night Free + Weddings and Honeymoons for Caribbean Special
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PENDING EDITORIAL CONTACT	INTERNATIONAL PRESS PUBLICATION	ACTIVITY
Luigi Di Fronzo	La Repubblica/ Amadeus	Writing Bahamas destination piece – would like to stay at Pink Sands one night for inclusion – Riva liaising for details
Tim Price	Premier	Riva liaising with editor for press visit dates – magazine targets high net-worth individuals in affluent postcodes throughout Hampshire and Surrey
Saul Taylor	Monocle	Riva met with Saul to discuss editorial opportunities. Keen to include in Monocle Lifestyle Special, July 2010 with Barbara Hulanicki/interiors angle
Georgia Grimond	Intelligent Life	Riva provided information on Pink Sands and proposed individual press visit
Venetia van Kuffeler	Diplomat	Provided information on Pink Sands Estates and liaising for travel inclusions
Paul Baldwin	Metro International	Riva met with Paul to discuss editorial opps – provided info on Pink Sands for overseas living/ best beaches/ romantic hot spots